

ORDER



Orders
Order / Rev: 704352
Alt Order #: 06262039
Product Desc: AMERICANS FOR PROSP.
Estimate: 1159
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/03/12 / 08/06/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/G
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	22	\$34,200.00	\$29,070.00
08/27/12	08/27/12	9	\$10,900.00	\$9,265.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$34,200.00	\$29,070.00	0.00
September 2012	9	\$10,900.00	\$9,265.00	0.00
Totals	31	\$45,100.00	\$38,335.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	20%	\$45,100.00
Market	100%	\$225,500.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	42%	\$94,710.00
WJW	19%	\$42,845.00
WOIO	19%	\$42,845.00
WUAB	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	08/22/12	08/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
2X W,F/1X TH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			5			\$650.00		0.00			
E 2	WKYC	08/22/12	08/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3			\$1,800.00		0.00			
E 3	WKYC	08/22/12	08/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$3,000.00		0.00			
E 4	WKYC	08/22/12	08/24/12	Tonight Show Tonight Show	CM	1135p-1237a --WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$600.00		0.00			
E 5	WKYC	08/22/12	08/24/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p --WTF--	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--				3	\$2,800.00		0.00			
E 6	WKYC	08/25/12	08/25/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM) -----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$1,400.00		0.00			
E 7	WKYC	08/25/12	08/25/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a -----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-				1	\$850.00		0.00			
E 8	WKYC	08/26/12	08/26/12	SUN TDY NBC Today Show (Su)	CM	8a-9a -----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$850.00		0.00			
E 9	WKYC	08/26/12	08/26/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su -----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$450.00		0.00			
E 10	WKYC	08/26/12	08/26/12	NFL Pre Season Football NFL Pre-Season Football	CM	NFL Pre-Season F-----S (8:00 PM-11:00 PM)	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S				1	\$2,800.00		0.00			
E 11	WKYC	08/27/12	08/27/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$850.00		0.00			
E 12	WKYC	08/27/12	08/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a M----- (9:00 AM-10:00 AM)	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$375.00		0.00			
E 13	WKYC	08/27/12	08/27/12	M-F 11a-12p Today Show III	CM	11a-12p M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$225.00		0.00			
E 14	WKYC	08/27/12	08/27/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$650.00		0.00			
E 15	WKYC	08/27/12	08/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$1,800.00		0.00			
E 16	WKYC	08/27/12	08/27/12	Nightly News Nightly News	CM	M-Su 6:28p-7p M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----				1	\$3,000.00		0.00			
E 17	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00

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E 17	WKYC	08/27/12	08/27/12	Tonight Show Tonight Show	CM	1135p-1237a	M- - - - -	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M- - - - -		2			\$600.00		0.00				
E 18	WKYC	08/27/12	08/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/27/12	09/02/12	M- - - - -		1			\$2,800.00		0.00				
Totals													31	\$45,100.00	